

THE PRESIDENTIAL HATS:

Chief Politician



The Chief Politician wears a Styrofoam skimmer hat.

The skimmer is often worn by people who attend political and campaign events.

Campaign Materials

To show support to a candidate running for office, many Americans will put bumper stickers on their cars and wear t-shirts or buttons showing the candidate's name or campaign slogan.

Top Picture:

Bumper sticker used by Senator John F. Kennedy during the 1960 presidential campaign.

Middle Left:

This campaign button, "All the Way with President Lyndon Baines Johnson," is from his 1964 presidential campaign.

Middle Right, Nixon/Agnew:

These campaign buttons are from Richard M. Nixon's 1968 presidential campaign.

Middle Right, I Like Ike:

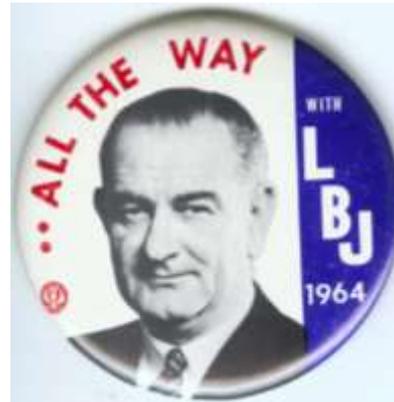
This campaign button is from General Dwight D. Eisenhower's 1952 presidential campaign.

Bottom Left, Un Nuevo Dia:

Spanish for "A New Day," this yard sign was used in Governor George W. Bush's 2000 presidential campaign.

Bottom Right, W '04:

Shirt used by President George W. Bush in his 2004 reelection campaign.



Campaign Ads

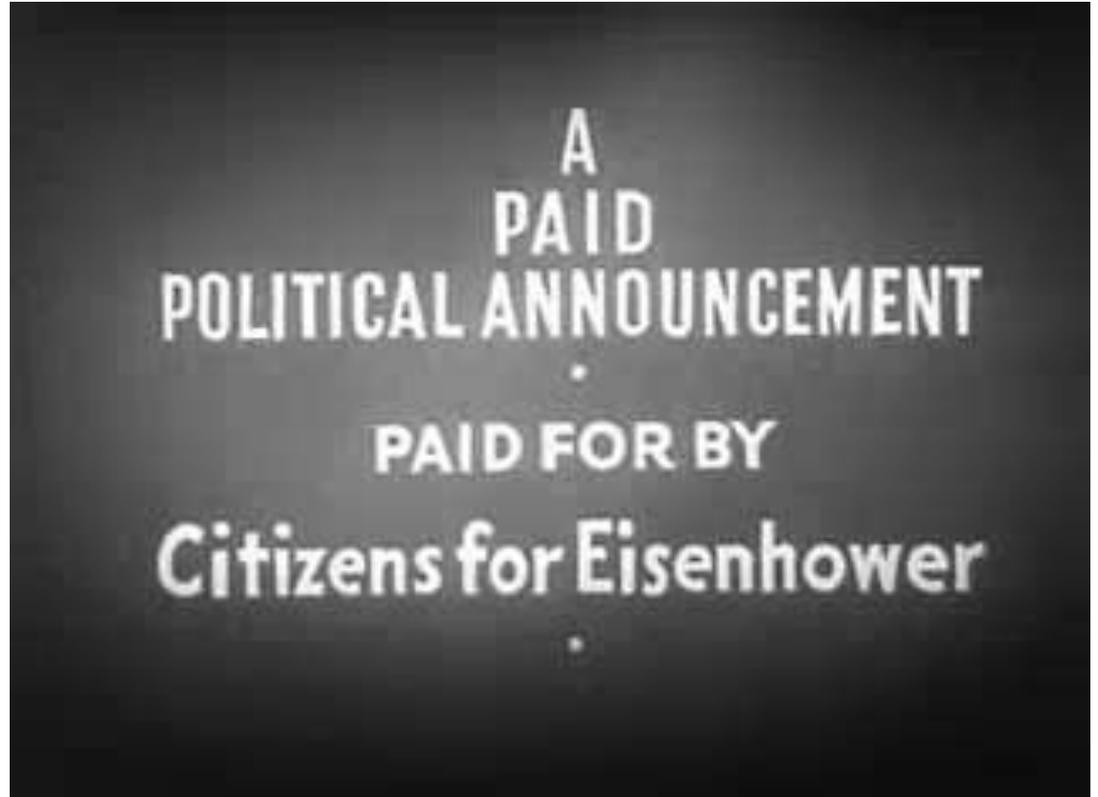
Television ads for presidential candidates have been used for many years to raise awareness of a candidate's campaign and platform.

Video Clip:

General Dwight D. Eisenhower uses a catchy tune, "Ike for President," to encourage voters to elect him President in the 1952 election.

Click on the image to the right to see the commercial.

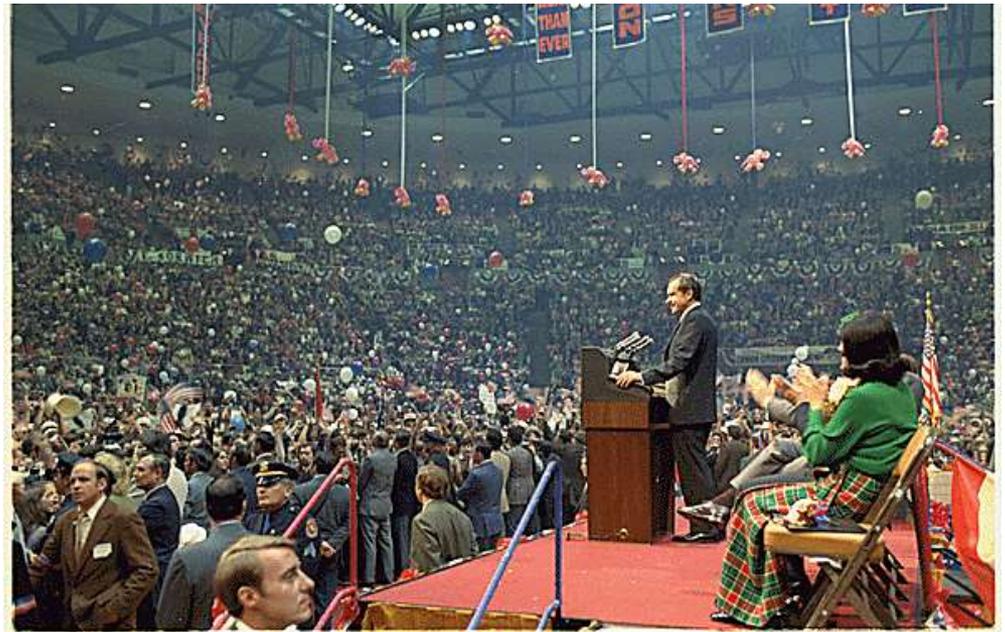
According to the cartoon, what groups of people support General Eisenhower?



Campaign Speeches

When a candidate runs for office, they give campaign speeches to tell the American public about their beliefs and goals (also called their platform).

Even President's who are seeking reelection need to campaign to ensure their support by the American public.



Top Picture:

President Richard M. Nixon speaking at a campaign event at Nassau County Coliseum in New York on October 23, 1972.

Bottom Picture:

President Ronald Reagan gives a campaign speech in Texas on July 26, 1984.



Campaign Promises

When a candidate gives speeches and discusses their platform, they make promises to the American people about what they will do if they are elected.

In Herbert Hoover's "A Chicken for Every Pot" political ad in the October 30, 1928 New York Times, he focuses on the prosperity the Republican party had brought to America.

Under Republicans, the ad promises, there will be a chicken in every pot and a car in every backyard.

This ad was used in the 1932 presidential campaign by Democrats to argue that President Hoover had not met these promises.

A Chicken for Every Pot

THE Republican Party isn't a "Poor Man's Party." Republican prosperity has erased that degrading phrase from our political vocabulary. The Republican Party is *equality's party—opportunity's party—democracy's party*, the party of national development, not sectional interests—the impartial servant of every State and condition in the Union.

Under higher tariff and lower taxation, America has stabilized output, employment and dividend rates.

Republican efficiency has filled the workingman's dinner pail—and his gasoline tank *besides*—made telephone, radio and sanitary plumbing *standard* household equipment. And placed the whole nation in the *silk stocking class*.

During eight years of Republican management, we have built more and better homes, erected more skyscrapers, passed more benefactory laws, and more laws to regulate and purify immigration, inaugurated more conservation measures, more measures to standardize and increase production, expand export markets, and reduce industrial and human junk piles, than in any previous quarter century.

Republican prosperity is written on *fuller wage envelopes*, written in factory chimney smoke, written on the walls of new construction, written in savings bank books, written in mercantile balances, and written in the peak value of stocks and bonds.

Republican prosperity has *reduced* hours and *increased* earning capacity, silenced *discontent*, put the proverbial "chicken in every pot." And a car in every backyard, to boot.

It has *raised* living standards and *lowered* living costs.

It has restored financial confidence and enthusiasm, changed *credit* from a rich man's privilege to a common

utility, *generalized* the use of time-saving devices and released women from the thrall of *domestic drudgery*.

It has provided every county in the country with its concrete road and knitted the highways of the nation into a *unified* traffic system.

Thanks to Republican administration, farmer, dairyman and merchant can make deliveries in *less* time and at *less* expense, can borrow *cheap* money to refund exorbitant mortgages, and *stock* their pastures, ranges and shelves.

Democratic management *impoverished* and *demoralized* the railroads, led packing plants and tire factories into *receivership*, squandered billions on *impractical* programs.

Democratic maladministration issued *further* billions on mere "scraps of paper," then encouraged foreign debtors to believe that their loans would never be called, and bequeathed to the Republican Party the job of *mopping up the mess*.

Republican administration has *restored* to the railroads solvency, efficiency and par securities.

It has brought rubber trades through panic and chaos, *brought down* the prices of crude rubber by *smashing monopolistic rings*, put the tanner's books in the *black* and secured from the European powers formal acknowledgment of their obligations.

The Republican Party rests its case on a record of stewardship and performance.

Its Presidential and Congressional candidates stand for election on a platform of sound practice, Federal vigilance, high tariff, Constitutional integrity, the conservation of natural resources, *honest* and *constructive* measures for agricultural relief, sincere enforcement of the laws, and the right of *all* citizens, regardless of *faith* or *origin*, to share the benefits of opportunity and justice.

Wages, dividends, progress and prosperity say, "Vote for Hoover"

Paid for by a member of the Republican Business Men, Inc.

Those wishing to see similar advertisements in other New York papers may send cheques to the Republican Business Men, Inc., 4 West 40th Street

GENERAL COMMITTEE
George Henry Payne, Chairman.

L. F. Lavee Wm. H. Hamilton Julius Rosenwald Albert J. Gray Edwin S. Lott F. H. McKeith Wm. Cooper Procter R. B. Strassburger
George Whitney Henry Rogers Winthrop Frank C. Hanson Geo. W. W. Atterbury Wm. Ziegler, Jr. Kernal Roosevelt Edmond E. Wise Albert Lersch



Participating in Parades

Before airplanes and the television were invented, candidates would participate in parades to meet American citizens. These parades gave citizens in towns across the country a chance to see the presidential candidate and hear about his platform.

Here, Colonel Theodore Roosevelt is campaigning from an open touring car decorated with American flags in Reno, Nevada, circa 1912. Roosevelt is third in the car.

Meeting the American People

Candidates for the President travel around the country during election season attending events and meeting the American public.

Although most events are for the general public, sometimes candidates seek the support of a particular group of people, such as farmers, businessmen or teachers.

These special visits are part of their campaign strategy. Sometimes they target groups where they have high levels of support; other times they seek out groups who do not traditionally support them.



Top Picture:

Gerald R. Ford, Jr. on a campaign stop at a Kent County, Michigan farm. This photograph was taken during Ford's first campaign for the House of Representatives in 1948.

Bottom Picture:

President Richard M. Nixon being greeted by school children during a campaign stop, August 24, 1972.





Meeting the American People

Sometimes a sitting president who has completed his two terms will help campaign for his party's next candidate.

Picture:

President William Jefferson Clinton autographs campaign posters at a "Get Out the Vote" rally in Oakland, California on November 3, 2000. Although President Clinton did not run in the 2000 election, his Vice President, Al Gore, was the democratic nominee for the election. President Clinton is encouraging American citizens to register and vote.

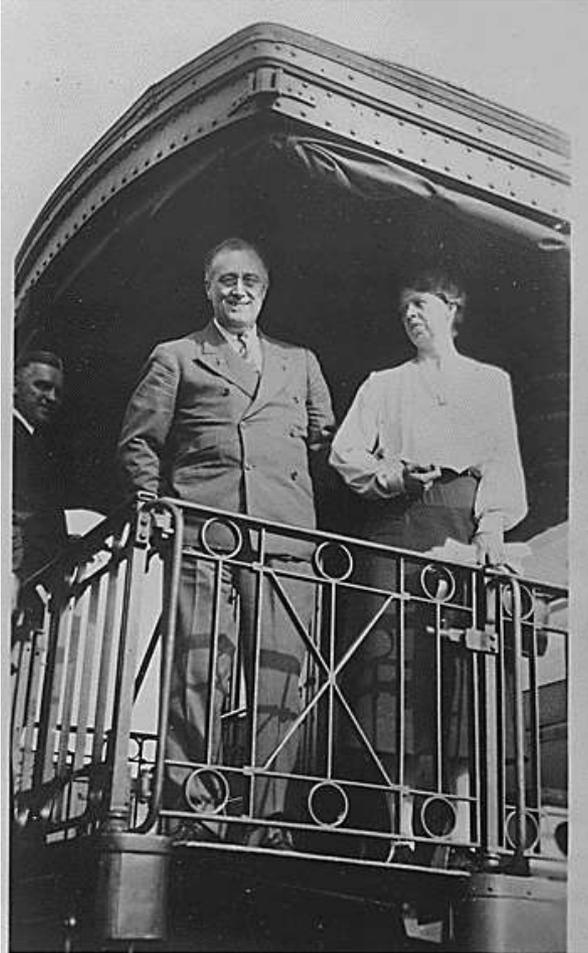
Whistle Stop Campaign Tours

Before airplanes were a common way to travel around the country, many Americans relied on trains for transportation. Presidential candidates took advantage of this fact to complete Whistle Stop Tours.

During a Whistle Stop Tour, a candidate or his wife, would travel the country, speaking in towns where the train stopped. This was a popular way to campaign for many years.

Top Picture:

New York Governor Franklin D. Roosevelt and his wife, Eleanor Roosevelt, visiting Savannah, Illinois on April 19, 1932, during their Whistle Stop Campaign Tour for the 1932 presidential election.



Bottom Picture:

President Lyndon B. Johnson meeting Lady Bird Johnson in New Orleans at the conclusion of the 1964 Whistle Stop Campaign Tour on October 9, 1964. The train was called the *Lady Bird Special* because Mrs. Johnson completed the four day tour from Washington, D.C. to New Orleans, Louisiana by herself.





Campaigning for the President

When a candidate campaigns for President, often his spouse, children, and party members will campaign for him. Sitting President's also have members of their staff and cabinet to campaign for them.

Picture:

Vice President George H. W. and Mrs. Bush traveling on Air Force II during President Ronald Reagan's 1984 Presidential Reelection Campaign, October 25, 1984.



Inauguration

After a candidate is elected, he must take the oath of office before he can become President. In the oath, the candidate swears “to preserve, protect and defend the Constitution of the United States” to the best of his ability.

Picture:

With his left hand resting on a family Bible, President George W. Bush takes the oath of office to serve a second term as 43rd President of the United States, January 20, 2005, during a ceremony at the U.S. Capitol. The President’s family listens as Chief Justice William H. Rehnquist administers the oath.

Article II, Section 1

- Article II, Section I of the United States Constitution establishes the office of the President.
- Article II, Section I states that the President:
 - Will “hold his Office” for a “term of four years”
 - Must “be elected” with the Vice President for the same term
 - Must be “a natural born Citizen” of the United States
 - Must be “the age of thirty five years”
 - Must have been a resident of the United States for “fourteen years”
- The 22nd Amendment to the Constitution limited a President to serving no more than two terms